

# Internship Report On

## Recruitment & Selection Process of SQUARE Toiletries Ltd.



**SQUARE TOILETRIES LTD.**  
Expect the same **SQUARE** Quality



## **Prepared for:**

**Tanzin Khan**

Lecturer

Brac Business School

Brac University

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ID 11104086

Date: 16th August, 2015

# LETTER OF TRANSMITAL

16th August, 2015

**Ms. Tanzin Khan**

**Lecturer**

Brac Business School

Brac University

**Subject: Submission of Internship Report**

Dear Madam,

I am hereby submitting my Internship Report, which is a part of the BBA Program curriculum. It is such a pleasure to work under your active guidance and supervision.

This report is based on, “Recruitment & Selection Process” at “SQUARE Toiletries Limited”.

I have got the opportunity to work in SQUARE Toiletries Limited in “Human Resource Department” under Recruitment and Selection Division for twelve weeks, under the supervision of **Ms. Monami Haque**, Assistant General Manager, Human resource Department, STL.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture of a prominent Toiletries industry of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

-----

Russel Raphael Corraya

ID: 11104086

Brac University

## ACKNOWLEDGEMENT

First of all, I wish to express my gratitude to the Almighty for giving me the strength to perform my responsibilities as an intern and complete the report within the stipulated time.

I am deeply indebted to my University Advisor **Ms. Tanzin Khan**, Lecturer of BRAC University for her whole-hearted supervision during my organizational attachment period. I am also grateful to **Ms. Monami Haque**, as my organizational supervisor. It would have been very difficult to prepare this report up to this mark without their guidance.

My gratitude goes to entire BBS department of Brac University for arranging Internship Program that facilitates integration of theoretical knowledge with real life situation.

Last but not the least; I would like to convey my gratitude to Mr. Masudur Rahman, Executive STL and Mr. Shahanur Rajib, Executive, STL for helping me in furnishing the report. Moreover, I would also like to express my gratitude to my SQUARE Toiletries Ltd fellows, seniors and colleagues who gave me good advice, suggestions, inspiration and support. I must mention the wonderful working environment and group commitment of this organization that has enabled me to deal with a lot of things.

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## **EXECUTIVE SUMMARY**

This report is arranged on the premise of my three-month handy involvement with SQUARE Toiletries Limited. This temporary position system helped me to find out about the pragmatic situation of a Toiletries Company. SQUARE Toiletries Limited is a dynamic and driving countrywide toiletries product maker. It is another concern organization of SQUARE group. Square toiletries limited(STL) began in 1988 as a division and ISO: 9001 ensured organization. In 1994 square toiletries constrained started its voyage as a private restricted organization. This report has been exhibited in view of my perception and experience accumulated from the organization. The association has numerous divisions and departments however the emphasize is given all the more on the HRD in the Rupayan Center eleventh floor representatives as I just got the chance to work in this division.

The report is in light of Recruitment & Selection process At Square Toiletries Ltd. The motivation behind this report is to see how the Recruitment & Selection procedure are being resolved .

After knowing the situation of SQUARE Toiletries Limited regarding their Recruitment & Selection Process a number of recommendation came up. The report additionally comprise suggestions and conclusion as indicated by my perspective, which I think would enhance nature of the association if actualized



## 1.0 Organization Overview

## 1.1 History of the Company

# The various **SQUARE** concerns

 **SQUARE PHARMACEUTICALS LTD.**

 **SQUARE TEXTILES LTD.**

 **SQUARE SPINNINGS LTD**

 **SQUARE TOILETRIES LIMITED**

 **SQUARE CONSUMER PRODUCTS LTD.**

 **SQUARE**  
Knit Fabrics Limited

 **SQUARE**  
Fashions Limited

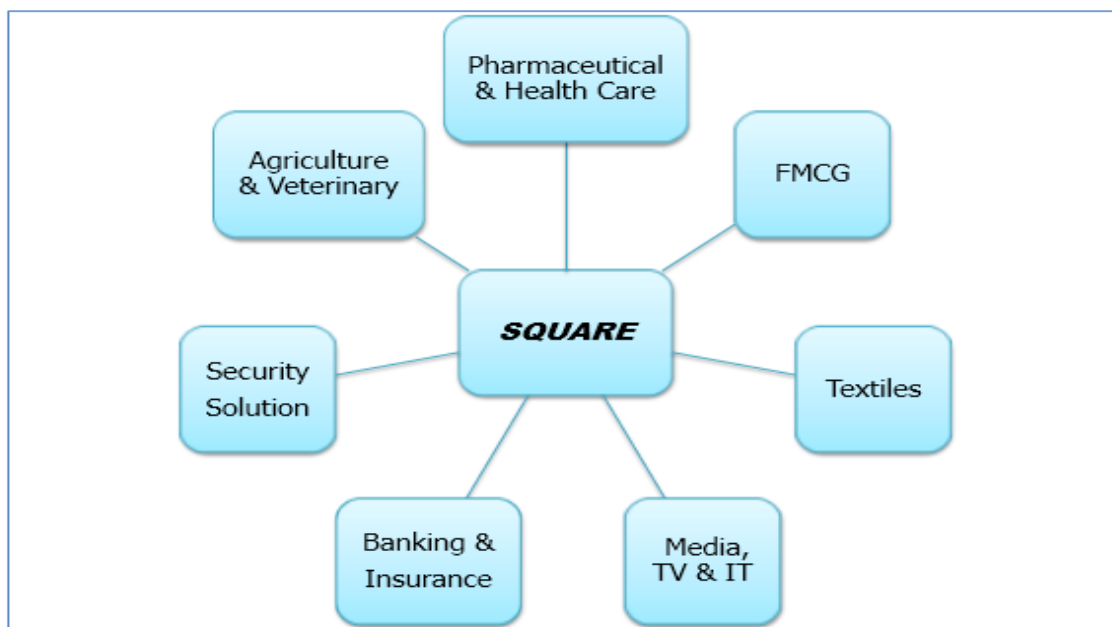
 **SQUARE INFORMATIX**  
L i m i t e d

 **SQUARE**  
AGRO DEVELOPMENT & PROCESSING TLD.

 **SQUARE**  
HOSPITALS LTD.

 **SQUARE**  
HERBAL & NUTRACEUTICALS LTD.

## Diversified Sister Concerns





## Board Of Directors



Mr. Samson H. Chowdhury (1926-2012), Founder Chairman



Mr. Samuel S. Chowdhury  
Chairman



Mrs. Ratna Patra  
Vice Chairperson



Mr. Tapan Chowdhury  
Managing Director



Mr. Arjan Chowdhury  
Managing Director



Dr. Kazi Harunur Rashid  
Director



Mr. M. Sekandar Ali  
Independent Director



Mr. Kazi Iqbal Harun  
Director



Mr. K. M. Saiful Islam  
Director

**SQUARE** today symbolizes a name – a state of mind. But its journey to the growth and prosperity has been no bed of roses. From the inception in 1958, it has today burgeoned into one of the top line conglomerates in Bangladesh. **SQUARE** is a Bangladeshi industrial conglomerate. The industries under this group include Textiles, Pharmaceuticals, Toiletries, Consumer products. Services provided by **SQUARE** include Health care (Hospitals), Information and Communication Technology. Square toiletries limited (STL) started in 1988 as a division and ISO: 9001 certified company. In 1994 square toiletries limited began its journey as a private limited company. Now STL is the country's leading manufacturer of international quality cosmetics and toiletries products. At present, STL is the country's leading manufacturer of international quality cosmetics and toiletries with 20 brands and more than 55 products covering a wide range of categories like skin care, hair care, oral care, baby care, fabric care, scourers, male grooming and OTC.

Currently STL is employing over 2,000 employees ensuring their consistent welfare and security. Due to its sociable working environment and highly motivated employee, STL is enjoying one of the lowest employee turnover rates. STL emphasizes on equal employment opportunity resulting in 38% women employees. Besides, STL also provides employment opportunity to physically challenges persons.

Besides core business functions STL has long been taking active part in different philanthropic activities like employment generation program for vulnerable community, financial aid to disadvantaged and natural disaster affected people, helping acid victims, tree plantation, creating mass awareness on health and hygiene issues, supporting in education and various local community programs and many more. Square Toiletries Ltd. symbolizes innovation. STL is the pioneer for bringing in new products and packaging concepts in Bangladesh. Currently, STL is carrying out its production in its two fully automated plants at Rupshi and Pabna.

Square Toiletries Limited (STL) launched its operations with Jui Coconut Oil, which virtually pioneered the branded Pure Coconut Oil market in the country. Today, STL has over 42 product lines and an annual sales exceeding 2.00 billion taka and has now become one of the leading local toiletries companies in Bangladesh. STL manufactures and markets a wide array of consumer toiletries products ranging from Hair Oils, Toilet Soaps, Fabric Care to Winter Care and Summer Products, Baby Care, Dental Care and Shaving products, among others. The company also markets Feminine Hygiene products manufactured by its sister concern, Health Products Limited (HPL). STL is now one of the largest toiletries manufacturers and marketers in the country, and with popular brands such as Jui, Meril, Kool, Chaka, Freshgel, Xpel, Chamak, Senora, Spring, Select Plus, White Plus, Magic, Zerocal, Saaf, Sepnil, Shakti, Supermom Diaper it operates successfully as a major player in exceedingly competitiveness.

## Profile of STL

Square Toiletries Limited  
Rupayan Centre [11th Floor]  
72 Mohakhali CA, Dhaka- 1212

Corporate Head Quarters	:	Square Centre,48,Mohakhali Commercial Area. Dhaka-1212,Bangladesh.
Factory	:	Meril Road, Salgria, Pabna
Soap Factory	:	Rupshi Bazar, North Rupshi, Rupganj, Narayanganj
<b>Year of Establishment</b>	:	1994
Constitution	:	Private limited company
Chairman	:	Mr. Samuel H Chowdhury
Vice Chairman	:	Mrs. Ratna Patra
Managing Director	:	Mr. Anjan Chowdhury
Business Lines	:	Manufacturing and marketing of
Toiletries & Cosmetics		
Authorized Capital (Taka)	:	50 Core
Paid-up Capital (Taka)	:	7, 5 Core
Annual Turnover	:	500 core
Number of Employees	:	2350

2008-09	2009-10	2010-11
<ul style="list-style-type: none"> <li>• Total Sales : Tk .350 Core</li> </ul>	<ul style="list-style-type: none"> <li>• Total Sales : Tk .400 Core</li> <li>• Growth Rate: 14.15%</li> </ul>	<ul style="list-style-type: none"> <li>• Total Sales : Tk .500 Core</li> <li>• Growth Rate: 25%</li> </ul>

All the 20 brands we are manufacturing & marketing are developed by PD department of Square Toiletries Ltd. with the sole focus to satisfy the needs of its customer. In our

pursuit to consistently deliver quality products to our consumer we have also developed technical partnership with the following companies -

Cognis	Germany
Uniqema	<b>Malaysia</b>
Clariant	<b>Germany</b>
Symrise	<b>Singapore</b>
IFF	<b>UK</b>
Firmenich	<b>Singapore</b>
Giavadaun	<b>Singapore</b>
Belle Aire	<b>USA</b>

## Fast Moving Consumer Goods (FMCG)



***SQUARE*** Toiletries Ltd



***SQUARE*** Consumer Products Ltd



***Sabazpur*** Tea Company Ltd



***SQUARE*** Health And Hygiene Products Ltd

## AS UNIQUE AS YOU

We belong to a unique nationality. In our every footstep - from our inimitable history of cultural heritage to our love for mother dialect to our glorious freedom fight to our beautiful flora and fauna – we are only one of its classes. This unmatched feature of us is also acutely rooted to every one of us in our individual affinity, enthusiasm, needs, dreams and hopes. At STL we believe in the importance of uniqueness both at individual and national level. Being a part of the most admired local conglomerate of Bangladesh - Square Group, we have gained the expertise and upheld somber eagerness in fulfilling your expectations with our quality product ranges through utmost sincerity. We consider you as unique in terms of your needs, and to satisfy that we have pooled a unique team of dedicated employee and stakeholder. Only for you we are relentlessly striving to be "as unique as you".

### *1.2 Vision*

We attempt to understand the unique needs of the consumer and translate that needs into products which satisfies them in the form of quality products, high level of service and affordable price range in a unique way.

### *1.3 Mission*

- Addressing the unique needs, we endeavor for top quality products at the least cost reaching homes of all people in the country.
- With continuous R&D and innovation we strive to make our products complying with international standards in order to provide top-notch brands to our consumers both domestic and international.
- To fulfill our responsibility to the Government through payment of entire range of due taxes, duties, and claim to various public agencies. As a responsible citizen, Square make every effort for a social order devoid of malpractices, anti-environmental behaviors, unethical and corruptive dealings.

- We strive for best compensation to all the employees who are the back-bone of the company through a pay-package composing salary/wages, allowances, bonus, profit participation, leave salary and superannuation & retirement benefits.
- To be socially responsible to the citizens of Bangladesh by initiating activations conforming to social and cultural benefits.

#### ***1.4 Objective***

Our objectives are to conduct transparent business operations within the legal & social frame work with aims to attain the mission reflected by our vision

#### ***1.5 STL Obligations***

Social Obligations to offer top quality health care products at the least cost reaching the lowest rungs of the economic class of people in the country.

Obligations to all the employees through a pay-package composing salary/wages, allowances, bonuses, profit participation, leave/salary and retirement benefits.

Obligation to customers who buy our products & services by redeeming their claim in time by making prompt payment and by distributing proper products on due dates.

Obligations to the Government through payment of entire range of due taxes, duties, and claim to various public agencies like municipalities' etc.

#### ***1.6 Values & Principles***

Well being of consumer, employee and society are the three foundation pillars of the values and principles of Square Toiletries Ltd. Square Toiletries Ltd. believes that it is their obligation to work for the welfare of society. In spite of being a commercial organization STL does not always opt for profit, rather it tries to be even more focused towards the fulfillment of its commitments to society and hence has an intense sense of responsibility to its customer, its people and its society as a whole. From the day to day business operation to quality policy, in every single activity of STL these core values and principals are reflected.

## 1.7 Quality Policy

- Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
- Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard – ISO 9001: 2008.
- Committed to achieve quality objective through continuous employee training and maintaining congenial working environment.

**SQUARE TOILETRIES LTD.**  
**SQUARE HEALTH AND HYGIENE PRODUCTS LTD.**

### Quality Policy

1. Dedicated to make every effort to understand consumer needs to provide maximum satisfaction and to achieve market leadership.
2. Strive to continuously upgrade manufacturing technology and to maintain optimum level of quality measures in conformity with the international standard - ISO 9001 : 2008.
3. Committed to achieve quality objective through continuous employee training and maintaining congenial working atmosphere.

**Mission Statement:**  
To satisfy the needs of domestic & international consumers through **innovative** quality products & services using **latest technology** and by highly motivated skilled employees.

*Samson H. Chowdhury*  
Samson H. Chowdhury  
Chairman

*Anjan Chowdhury*  
Anjan Chowdhury  
Managing Director

Revision 03 - Date 15.02.2009

**স্কয়ার টয়লেট্রিজ লিমিটেড**  
**কয়ার হেলথ এন্ড হাইজিন প্রডাক্টস লিমিটেড**

### কোয়ালিটি পলিসি

১. ভোক্তার চাহিদা নিরূপণ করে সর্বোচ্চ সন্তুষ্টি নিশ্চিত করার মাধ্যমে শীর্ষ অবস্থানে যেতে বদ্ধপরিকর।
২. উৎপাদনে আধুনিক প্রযুক্তির প্রয়োগ এবং আন্তর্জাতিক মানদণ্ড - আই.এস.ও. ৯০০১ : ২০০৮ অনুযায়ী সর্বোচ্চ গুণগত মান নিশ্চিত করতে সচেষ্ট।
৩. ক্রমাগত কর্মীদের প্রশিক্ষণ প্রদান এবং কর্ম সহায়ক পরিবেশের নিশ্চয়তা বিধানের মাধ্যমে গুণগত মান অর্জনে প্রতিশ্রুতিবদ্ধ।

**লক্ষ্য:**  
সর্বাধুনিক প্রযুক্তি ও নিবেদিতপ্রাণ দক্ষ কর্মীদের সাহায্যে গ্রহণযোগ্য গুণগত মানদণ্ড পূর্ণ্য উৎপাদন করে দেশীয় এবং আন্তর্জাতিক ভোক্তাদের চাহিদার সন্তুষ্টি বিধান করা।

*সামসন এইচ. চৌধুরী*  
সামসন এইচ. চৌধুরী  
চেয়ারম্যান

*অঞ্জন চৌধুরী*  
অঞ্জন চৌধুরী  
ব্যবস্থাপনা পরিচালক

সংস্করণ ০৩ - তারিখ ১৫.০২.২০০৯

as unique as you

www.squaretoiletries.com

Merit Freshgel Xpel CHAMAK Samora Spring SELECT Kool

White Plus CHINZA MAGIC ZedCAL Jul Sani SHAKTI SERNIL





The Ceylon National Chamber of Industries



ACHIEVER OF INDUSTRIAL EXCELLENCE AWARDS 2006

This is to certify that

***Square Toiletries Ltd – Bangladesh***

was presented the

***Gold Award***

in the ***SAARC Country Nominated*** Category







## Orion Registrar, Inc., USA Certificate of Registration

*This is to certify the Quality Management System of:*

### **Square Toiletries Limited**

Head Office : Rupayan Center, (11th Floor) 72, Mohakhali C/A,  
Dhaka-1212, Bangladesh

Corporate Headquarters: Square Center, 48, Mohakhali C/A,  
Dhaka-1212, Bangladesh

Factories : Meril Road, Salgaria, Pabna, Bangladesh  
North Rupshi, Rupgonj, Narayanganj, Bangladesh

*Has been assessed by Orion Registrar and found to be in  
compliance with the following Quality Standard:*

**ISO 9001:2008**

*The Quality Management System is applicable to:*

**Product Development, Manufacturing, Marketing,  
Sales and Distribution of Cosmetics and Toiletries.  
The Scope of Certification Includes Manufacturing,  
Quality Assurance and Marketing Conducted Onsite**

*The Registration period is from January 18, 2010 to October 24, 2010.*

*This registration is subject to the company maintaining its system  
to the required standard which will be monitored by Orion.*

*Client ID 01032-00001. Certificate ID J0001388-3.*

*EAC Code(s): 12*



Mr. Paul M. Burck, President

01/19/2010

Date

Orion Registrar Inc. ★ PO Box 745070 ★ Arvada, Colorado 80006-5070 ★ 303-456-6010 ★ FAX 303-456-6681

To authenticate this certificate please visit [www.orion4value.com](http://www.orion4value.com)

*1.8 BRAND LIST of STL*



**Meril**

**Jui**

**CHAKA**

**Kool**

**MAGIC**

**ZERO CAL**

**SELECT  
+ Plus**

**SHAKTI**

**Xpel**

**CHAMAK**

**Senora**

**Spring**

**White Plus**

**Saaf**

**Freshgel**

**SEpnil**

**MADINA**

Square Toiletries Ltd. is one of the few Bangladeshi companies that are successfully exporting its products in foreign countries. Besides serving the people of Bangladesh,

STL is exporting its products in –

## **NO. OF EXPORTING COUNTRIES**

**1.UK**

**2.Australia**

**3.Singapore**

**4.Malaysia**

**5.Djibouti**

**6.Saudi Arabia**

**7.UAE**

**8.Kuwait**

**9.Qatar**

**10.Bahrain**

**11.Myanmar**

**12.India**

**13.Bhutan**

**14.USA**

**15. Cyprus**

**16.Germany**

**17.Japan**

**18. Ethiopia**

**19.Sweden**

**20. Nepal**

**21. South Africa**

**22. Jordan**

### *1.9 Department of STL*

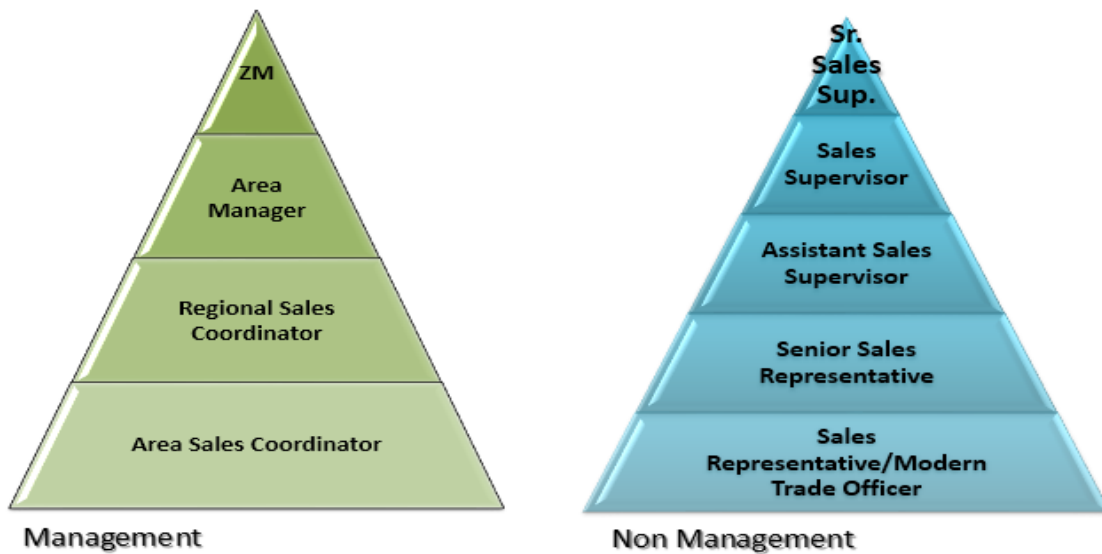


*1.10 Organogram of STL*

## MANAGEMENT HIERARCHY



## FIELD HIERARCHY



### ***1.11 Corporate Social Responsibilities:***

Square Toiletries Limited trusts that it is their commitment to work for the welfare of society. Disregarding being a business association STL doesn't generally pick benefit, rather it tries to be considerably more engaged towards the satisfaction of its responsibilities to society.

#### **Employment Generation**

- \* Employing over 1200 permanent employees ensuring their consistent welfare and security
- \* Emphasis on equal employment opportunity resulting in 38% women employees
- \* Maintenance of sociable working environment which results in lowest turnover rate and a highly motivated workforce

#### **Investment in Bangladesh**

- \* Square Toiletries executes all its investment within the country boundary. It exports its products but none of its production plants have been set up abroad
- \* STL emphasizes foreign currency inflow to the country
- \* When the country was leaning towards being flooded by offshore products, STL raised its voice and initiated movements against these marketing aggressions

#### **Tree Plantation**

STL has taken an active part in tree plantation programs since 2002 throughout the country.

#### **Commitment towards Underprivileged Society**

- \* Square Toiletries gives monetary support to underprivileged society
- \* STL gave financial aid to Naksha Training centre, where vulnerable women are vocationally trained for operating sewing machines
- \* STL also provided rickshaw vans to unemployed people for income generation
- \* The company extends financial aid for medical treatment to distressed people and employees

- \* Square Toiletries also provides employment opportunity to physically handicapped persons. At present Square Toiletries is giving employment opportunity to a number of employees who are physically challenged

### **Responsibility towards the immediate neighborhood and the residents**

Square is deeply involved with the communities where it operates, and hence has an intense sense of responsibility to its neighbors.

- \* School in Pabna – Square Kindergarten
- \* Library in Pabna – Ananda Gobinda Library
- \* Ambulance to Pabna Municipality
- \* Tree Plantation in Pabna
- \* Job Opportunity for qualified neighbors
- \* Disaster Management during Flood, Cyclone etc.

### **Patronizing Sports**

Square Toiletries is always committed to patronize the country's most emotional corner - *sports*, especially cricket. Sponsorship of 1st Division Cricket Tournament in 1998, 1999; Meril International Cup One-Day cricket tournament among Kenya, Zimbabwe and Bangladesh in 1997 – these are some bright examples of Square's commitment towards the development of cricket.

In addition to the most popular games like Cricket and Football, STL always attempts to encourage less popular but promising games like Table Tennis, Badminton etc. (Square Annual Report 2013-2014)



### **Patronizing Culture**

Meril-Prothom Alo Taroka Jorip – country’s most honoring & luminous event – a once – in –a year award giving program in the field of “culture and entertainment” has been being sponsored by Square Toiletries Limited for several years.

- \* **Creating Mass Awareness-** STL, under the sanitary napkin brand “Senora” is continuously working to create mass awareness through School Promotion Program. This awareness program highlights information about female health and hygiene and guidelines to get rid of the complexities arisen from menstruation. Every school program has been accompanied by a female Gynecologist to answer personal health and hygiene related queries of the girls and also provides free treatment to the students.
- \* **Helping the Acid Victims-** Senora also stands beside acid victims. A joint social campaign was conducted with Prothom Alo where Senora contributed Tk. 1.00 from the monthly sale of each pack of Senora to “*Prothom Alo Aid Fund*” for the rehabilitation of the acid victim women. Now Senora is working with Acid Survivors Foundation (ASF) to work for the acid victim women in a more concentrated manner. Senora already assisted 10 victims by ensuring income generating schemes.

**For Prevention of Diseases-** We have also worked as a partner in the research study for preventing Post Partum Hemorrhage (PPH). More than 12,000 women die due to pregnancy or pregnancy related causes every year. PPH is a single most important cause of maternal death in Bangladesh. This study is being conducted in association with International Centre for Diarrhoeal Disease Research, Bangladesh (ICDDR) and Obstetric and Gynecological Society of Bangladesh (OGSB).

### **Running Campaign**

- \* Meril Splash & Persona Inspiring Freshness
- \* Meril Revive Busy’der Easy Show



- \* Meril Prothom Alo Puroshkar 2010
- \* Jui Pencil'e Aka Juri
- \* Meril Baby Adore Gora Bhobishshot 2010
- \* Meril Night
- \* White Plus School Dental Health Program
- \* Zerocal World Health Day Rally

### *1.12 Toiletries Sector of Bangladesh*

By regional standards delivered toiletries now assume a huge part in an area that has been commanded by imports previously. A large portion of the items in this division are regular customer products which have a vast request in the residential business sector. Imports of makeup and toiletries are focused on basically to the center and top of the line fragments of the business sector. The vast majority of the nearby clients are truly content with the household items the length of item execution is agreeable and the cost is sensible. While the majority of the makers concentrate principally on taking care of the requests of the nearby market, a few organizations have begun trading makeup and toiletries items from Bangladesh.

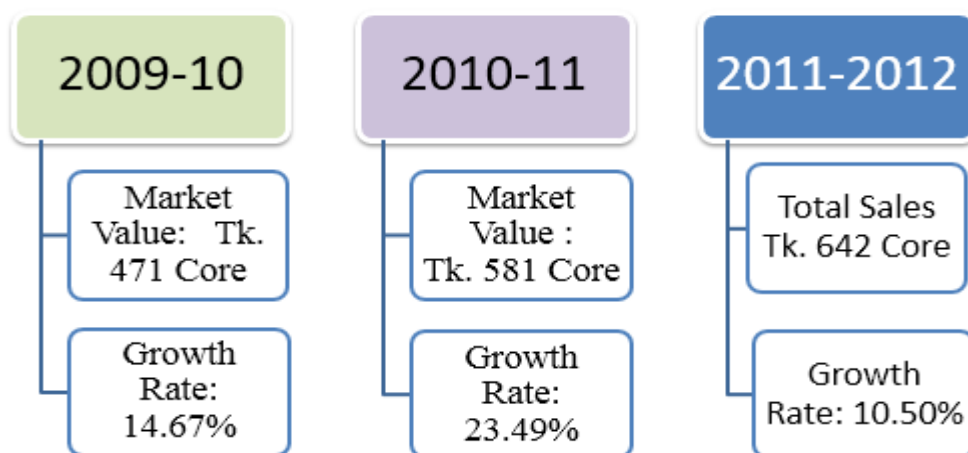
International brands play a dominant role in the upper-end market of Bangladesh, where quality ranks above pricing among the factors affecting purchasing decisions. Most local manufacturers are producing lower-priced toiletries and perfumes with their own brands, and focus on the middle-to-low price market segments. The production figures of major toiletries firms over a five-year period suggest that all the major firms have experienced steady growth.

Many domestic industries, long accustomed to tariff protection, are finding it difficult to adjust with the changed competitive situation resulting from the reduction/removal of tariff and other non-tariff barriers. Smuggled goods from neighbouring countries through the long and porous border are adding to the difficulties of domestic producers. Moreover, some firms think that the trade liberalisation have made them vulnerable to increasing

competition with foreign firms. Competition from domestic firms has also increased substantially.

Although the toiletries industry consists of a large number of firms, Table below clearly shows that seven firms possess 95 percent of the market share for toilet soap, laundry soap and detergent. (from the official record of square toiletries ltd.)

## STL Financial Performance



### Estimated market share of major five toiletries firms

Sl. No.	Name of Firm	Market share 2010
1	Unilever (BD) Ltd.	48%
2	Kohinoor Chemicals Co. Ltd.	8%
3	Square Toiletries Ltd.	8%
4	ACI (Cosmetic) including Colgate	5%
5	Keya Cosmetic Ltd.	5%

Source: Square Toiletries Limited

### Market share of major toiletries and cosmetic firms of Bangladesh

Sl. No.	Company	Brand Name	Yearly Market Share on Toilet Soap	
1	Unilever (BD). Ltd	Lux International Beauty Soap	Tk. 312 Core	43.33%
2	Square (Toiletries Division)	Meril Beauty Soap	48 Core	6.66
3	Keya Cosmetics Ltd.	Keya Beauty Soap	72 Core	10.00%
4	Aromatic Cosmetics Ltd.	Aromatic Beauty Soap	48 Core	6.66%
5	Lily Cosmetics Ltd.	Lily Beauty Soap	72 Core	10.00%
6	Kohinoor Chemical Co.	Tibet Beauty Soap	72 Core	10.00%
7	Marks & Allys Ltd.	Camelia Beauty Soap	60 Core	8.35%
8		Others	36 Core	5.00%
		<b>Total Market</b>	<b>720 Core</b>	<b>100%</b>

	Company	Brand Name	Yearly Market Share on Laundry Soap & Detergent	
1	Unilever (BD). Ltd	Laundry Soap & Detergent	Tk.696 Core	60.42%
2	Square (Toiletries Division)	"	60 Core	5.21%
3	Keya Cosmetics Ltd.	"	96 Core	8.33%
4	Aromatic Cosmetics Ltd.	"	72 Core	6.25%
5	Lily Cosmetics Ltd.	"	60 Core	5.21%
6	Kohinoor Chemical Co.	"	84 Core	7.300%
7	Marks & Allys Ltd.	"	24 Core	2.08%
8		Others	60 Core	5.21%
		<b>Total Market</b>	<b>1152 Core</b>	<b>100%</b>



## **2.0 JOB Description & Specification**

## *2.1 HR Intern Job Description in Square Toiletries Ltd.*

The HR Intern provides quality HR compliance and administrative support to The HR Team clients and teammates. This support is based from The HR Team office. Interns are responsible for maintaining satisfied clients by delivering assistance and administrative support to HR generalists and consultants on various projects.

### **Tasks**

#### **Develop and Maintain HR Compliance Knowledge**

- Begins to develop a current knowledge of HR Rules.
- Keeps abreast of new developments in the HR field.
- Develops a working knowledge of HR information databases
- Keeps abreast of Document retention requirements

#### **Pursue an Attitude of Learning and Development**

- Attends seminars relative to the HR profession.
- Cultivate interpersonal skills
- Develop negotiating and public speaking skills
- Foster time management skills

#### **HR administration**

- Track progress, deadlines, and priorities of all projects
- Prepare Word, Excel and PowerPoint documents
- Proofread HR documents including audits, marketing information, and handbooks.
- May be responsible for making meeting and travel arrangements
- Manage Pre-Employment Processes
- Post new positions on various websites including bdjobs.com

- Sort incoming resumes and logs them into appropriate tracking spreadsheets
- Coordinate candidate interviews and testing
- Confirm background checks of the candidates
- Complete and mail out offer letters

### **Skills Required:**

#### **Teamwork**

- Work proactively with other team members.
- Prioritize activities for the best interest of the team when working on joint projects.
- Openly share new ideas and information with other team members.
- Manage and Accurately Report Time and Expenses.

#### **Qualifications, Skills and Abilities**

- Personable, able to comfortably and pleasantly deal with a variety of people
- Strong skills on communication for handling various inquiries
- Problem solving capabilities necessary to accomplish the duties and tasks of the position
- Ability to correctly make decisions involving complex issues
- Exceptional written and oral communication skills
- Excellent organizational and planning skills
- Ability to effectively learn and acquire new knowledge and skills.
- Ability to share knowledge and work in a strong team oriented environment
- Proficient in Word, Excel, PowerPoint, and e-mail

## *2.2 JOB Responsibilities performed:*

1. Preparing Requisition for Hiring
2. Proofread the advertisement
3. Sorting CV pool with proper instructions
4. Printing CVs of the shortlisted candidates
5. Calling the shortlisted candidates
6. Printing exact copies for written test
7. Conducting the written test
8. Preparing the result Sheet
9. Based on Written test call the best candidates for interview
10. Preparing Summary sheet of those candidates
11. Preparing the interview room
12. Select final shortlisted candidates and arrange interview
13. Select Recommended candidates based on interview Evaluation
14. Preparing Proposal Sheet
15. SR CV sorting Black and white
16. Preparing Excel database for selected SR
17. Preparing interview for SR on holidays
18. Select recommended SR
19. Preparing training schedule for SR
20. Preparing Training schedule for SR
21. Preparing Proposal for SR
22. Writing resignation letter
23. Writing Promotion Letter
24. Writing appointment letter

### ***2.3 Aspects & Observations of the job***

I was given the opportunity to work in STL for three months from April to July 2015, it was a part of my academic program. As my major were in Human Resource Management, I worked in Human resource department as an intern where I had learnt several Human Resource practices of STL.

#### **Description of the job:**

As I had the opportunity to have three months long internship at STL, I have come across with different tasks that are conduct by the HR department. I was introduced to the jobs of an HR personnel, there were different types of jobs I was made acquainted with some were regular others were periodical. I was assigned to the following jobs regularly. Those were-

- \* Collecting Bio data
- \* Screening Bio data
- \* Setting Interview & training date
- \* Calling For Interview & Training
- \* Making Interview and Training Lists
- \* Maintaining Attendances
- \* Managing Field Visit
- \* Creating & Maintaining Employee Profile
- \* Performance Appraisals

#### **Collecting CVs/ Resumes :**

For the recruitment of Sales Representative and Machine Operators the CVs are collected from markets mostly but applicants can also drop their CVs in the CV box at Rupayan Centre, STL. And for others positions the CVs are collected through the bdjobs website and the CV box at the Rupayan Centre, STL.



As I have worked mostly in the recruitment of Sales Representative, it was my job to call the markets and ask them to send the CVs to Human Resource Department. And also ask the Office Assistant to collect the CVs from the CV box.

### **Screening Bio CVs:**

As STL was taking huge number of Sales Representative for the existing market need to be filled soon, we received CVs in large quantity. There were few areas are to be considered while screening the CVs, these were age, education and location. For example a candidate has to be 18 years old or above to apply for job. For Sales Representative and Labeling position the candidate has to be Minimum Higher Secondary passed and candidate for the Sales Representative position also has to be smart. The candidate applied for Sales Representative position, which were least impressive but matched the educational qualification are kept aside or used for the labeling staff.

### **Setting Interview & training date:**

After Screening the CVs and classified them in to different categories, we were to fix the Written test. And with the written test I was to fix the interview date for the selected candidates. To do this I had to consult with the Training personnel about the training batches and find out the empty slots for Training and finalize the interview and training batch for the Sales Representative for different markets.

### **Calling for Interview and Training:**

After screening the CVs and separate them based on their location, it was my job to call the candidates for interview and inform them about the written test date, time and venue. The written test was held in the Rupayan Centre 11th floor at STL. After the written test I had to call the selected candidates for an interview to inform them about date, time and venue. The interview sessions also held in the Rupayan Centre 11th floor at STL.

**Making Interview and Training Lists:**

While calling the candidates I had to give serial number to their CVs. after calling the candidates it was my job to prepare an written test list which contained name of the applicant, father's name of the applicant, educational qualification, address and contact number, there were few columns left empty for applicants signature, selected, not selected and remarks. At the bottom of the list name of the Human resource officer and the Areamanager who were taking the interview, were included. Selected candidates after the 1<sup>st</sup> interview were sent for 15 days field training to different markets in all over the Bangladesh.

**Maintaining Attendances:**

STL uses separate attendance register method for the head office and the markets. For employees are working in head office they are to use ID card and punch in the machine when they arrive, the machine records time for each employee arrival and leave .

And for the markets and temporary workers the still use the manual attendance register. It was my responsibility to write the names, PIN and designation of the employees into the attendance register for the upcoming month.

STL maintain their employee attendance very strictly, the employees can punch till 8.35 am and it would not be counted as late but from 8.36 am to 9.30 am it would be counted as late and will be counted as day off.

**Field Visit:**

At STL the employees had to take field visits to their markets, all over Bangladesh. These field visits are also maintained through the HRIS. For each department there were separate field visit register, where the employees write their PIN, name, designation, and the purpose of field visit, place they are visiting and starting date & finishing date.

The field visit is being updated frequently otherwise the attendance register will show the employees absent while they are out for field trip. I have a chance to experience the procedure of keeping attendance.

### **Creating & Maintaining HRIS:**

The HR department of STL keeps record of their employees both manually and in HRIS. After recruiting Sales Representative for the markets I learned to prepare files for new employees. Every new employee is assigned an ID number for their identification. The employee file contains employees joining letter given by STL, employees CV, photocopy of employee's educational certificates, reference letter, medical certificate, hiring requisition form, advertisement, recruitment approval, application form, security bond and insurance form. Later employee's confirmation letter, promotion letter, transfer letter, increment of salary letter and performance appraisal is added.

After preparing file for the new employee I used to help Ms. Anisha to enter the information in HRIS. First I had to add the ID number and then I had to add employee's information in their profile. There were different categories like personal details, educational qualification, job base and status, joining date, insurance nominees and references etc.

### **Performance Appraisals:**

STL practices Appraisal of the employees once in a year. During my internship I was taught how to carry out the performance appraisal of the employees at the markets. First we had to provide performance appraisal form of the employees to the department or outlet managers. After they evaluate their subordinates we had to collect them. There was a particular scale which was ranked like Excellent, Very good, Good, Satisfactory and Unsatisfactory. Each question of the performance appraisal carries 5 marks there were fifteen to twenty questions. The employees who would get highest would be marked as excellent.

Promotion and increment was allocated based on the performance and following by the written test of the employees. We had to count the numbers that employees obtained and send it to the head of Retail for approval when he/she approves it we had to send it to general manager of HR & Training. And lastly the appraisal was sent to the director. Based on the approval and remarks employees are promoted and increments are given.



## **3.0 Project Preview**

### *3.1 Introduction*

Today's Business world is changing quickly. Each organization in every single industry takes diverse systems to get by in this dynamic world. The vast majority of the organizations are currently utilizing distinctive HRIS as a part of their operation to make their business more compelling and productive. Indeed, even a few organizations begin business changing project to get game changer over their rivals. This report is truly made to show the work life state of SQUARE Toiletries Ltd. This report is a study on work atmosphere, steady administration, and occupation fulfillment and worker work exertion in the connection of SQUARE Toiletries Ltd. Here I have attempted to discover the pertinence with these three instruments at work life of a worker. I have additionally centered around the present HR hones that STL is performing to make their worker more beneficial.

### *3.2 Origin of the report:*

Internship Program of Brac University is a Graduation prerequisite for the BBA undergraduate. This report is a halfway necessity of the Internship project of BBA educational module at Brac University. The primary reason for temporary job is to get the presentation of the genuine occupation world. Being an intern the fundamental test was to change the hypothetical ideas to genuine experience.

The internship program and the study have taking after purposes:

- To get and organize detail knowledge on the job responsibility.
- To encounter the genuine business world.
- To contrast the genuine situation and the lessons adapted in Brac University.
- To satisfy the necessity of BBA Program.

This report is the aftereffect of three months internship program led in SQUARE Toiletries Limited and is arranged as a prerequisite for the completion of the BBA

program of Brac University. Therefore I have to present this report in view of the "Recruitment & Selection Process of SQUARE Toiletries Limited". This report additionally incorporates data on the items and administrations of SQUARE Toiletries Limited, the review of the association furthermore facilities they offer to fulfill their employees.

### ***3.3 Objective of the report:***

I have prepared this report based on two purposes:

#### **Primary Objective:**

The report's purpose is to give data on the methods of Recruitment and Selection strategies of Square Toiletries Ltd which I have noticed in the internship period. Moreover in a broader way, to fulfill the academic requirement of BBA program of Brac University.

#### **Secondary Objective:**

- a) To have an clear view about what is really happening in the zone of HRM from a wider perspective.
- b) To gather data and knowledge about the Recruitment & Selection capacity of the association.
- c) To experience distinctive Recruitment & Selection framework those are being adapted by Square Toiletries Limited.
- d) To relate the hypothetical information with the Recruitment & Selection procedure of Square Toiletries Ltd.

### ***3.4 Scope of the study:***

This report is kind of contextual analysis, which implies it is an illustration of the real situation of the selected organization. So the scope of this report is restricted. The principal scope of this report is to have practical experience about how a research is done in the business organizations. The report has the degree to cover diverse parts of HRM,

which incorporates HR practices like recruitment, selection. It was a piece of my academic project to learn HR practices of Square Toiletries to see genuine situation of business. Hence, this report does not go into profound of the HRM exercises of the selected organization.

### ***3.5 Significance of the study***

This report will be useful for the Human Resource Department of Square Toiletries Limited, the representatives, the Company and the Community overall. What are the progressing HR approaches in Square Toiletries and what should be possible to enhance their system? The suggestions I am going to offer some of them will be beneficial to the organization to perform better and will be successful to know the imperfections from inside.

### ***3.6 Methodology***

The study is conducted in a systematic procedure starting from selection of the topic to final report preparation. The integral part was to identify and collect data; they were classified, analyzed, interpreted and presented in a systematic manner to find the vital points. The overall process of methodology followed in the study is explained further.

#### **Selection of the topic:**

My supervisor assigned the topic of the study. Before the topic was assigned it was thoroughly discussed so that, a well-organized internship report can be prepared.

#### **Sources of Data:**

Data are collected from both primary and secondary sources

##### **3.6.1 Primary Sources**

- Observation over the HR practices.
- Discussion with officials and concerned experts.

### **3.6.2 Secondary Sources**

- Annual report ( Square 2013-2014)
- Internet
- Text book

#### **Collection of Data:**

Primary data was collected through observation method, face to face communication with the officials. Consequently, secondary data was collected from Square toiletries websites and other related websites and documents.

#### **Classification, analysis, interpretations and presentation of data:**

Some diagrams and tables were used in this report for analyzing the collected data and to explain certain concepts and findings more clearly. Moreover, collected data were analyzed more precisely and the additional documents are attached in the appendix section.

#### **Findings of the study:**

The overall training program has its output on personal and organizational level which is portrayed all over the report and the possible recommendations for improving the process is given below..

#### **Final report preparation:**

The report is finalized after the gradual correction of the topics and overall formation of the write up.

### ***3.7 Limitations***

Counting upon the input from individuals from Human Resource Department, sales and commercial department this report is readied. Despite the fact that the report would be useful to SQUARE Toiletries Ltd. a great deal, a few individuals were hesitant to give input. Some concerned may imagine that the data connected with them were sufficiently private to uncover to the outer world. I just worked at the HR department and it was very hard to see about the technique and the degree of satisfaction of employees in the other department. Another issue was shortage of time of the



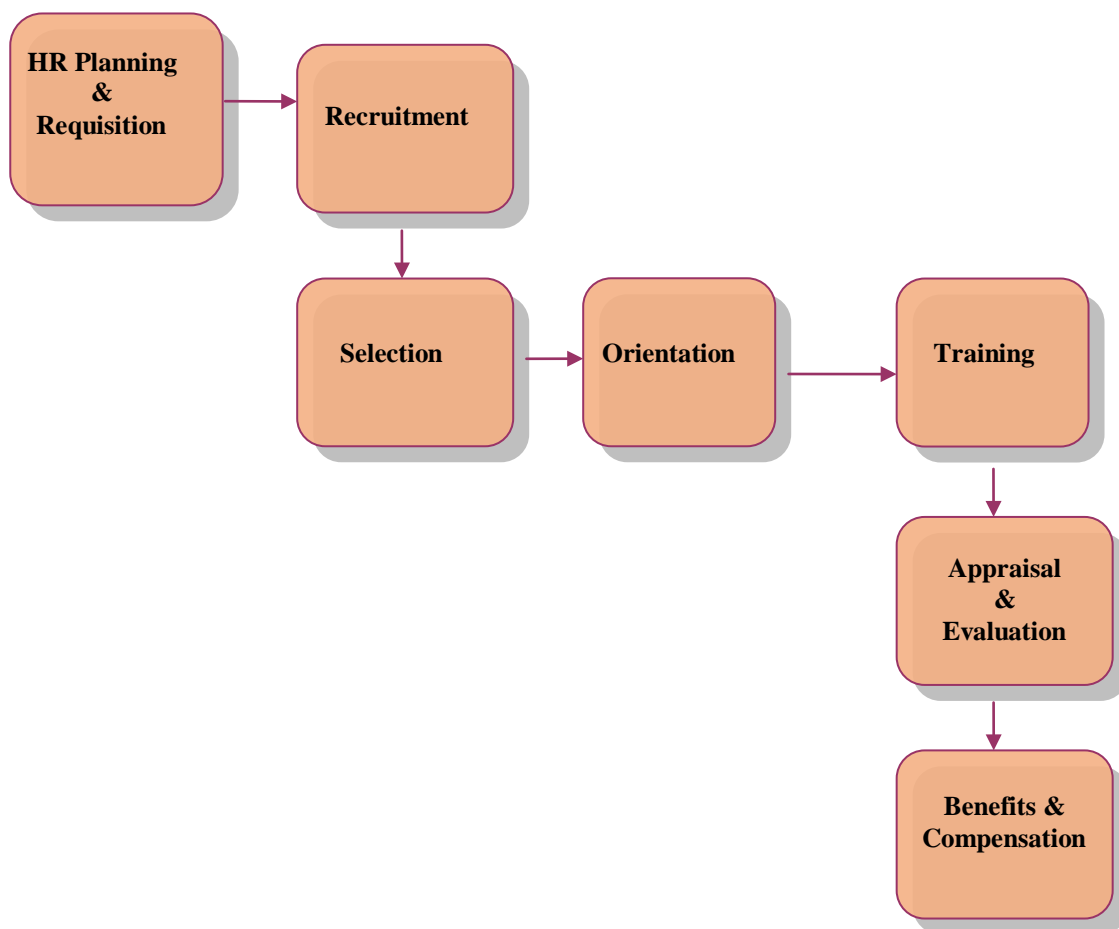
employees and so they could not able to give me enough time for free discussion with certain topics. Moreover, the length of time of my work was just three months. However, this duration of time is insufficient for a complete and clear study. It is a direct result of the confinement of data a few suspicions were made. So there may be some individual oversights in the report. Although there were numerous confinements, I attempted to give my best push to outfit the report.



## **4.0 Recruitment & Selection Process in Square Toiletries Ltd**

#### *4.1 Human Resource Management Process:*

**Human Resource Management** is the process of recruitment, selection of employee, providing proper orientation and induction, providing proper training and the developing skills, assessment of employee (performance of appraisal), providing proper compensation and benefits, motivating, maintaining proper relations with labour and with trade unions, maintaining employees safety, welfare and health by complying with labour laws of concern state or country. The process is described below:



#### ***4.2 Human Resource Planning in STL:***

Planning is the center region of the considerable number of elements of administration. It is the foundation whereupon the other three zones ought to be assembled. Planning obliges administration to assess where human resource of the organization is as of now, and where it might want to be later on. From that point a fitting approach to achieve the organization's objectives and targets is resolved and executed.

Every organization has employment planning. STL has also its employment planning. They usually forecast their personnel needs based on their mission, strategic goals & objectives & technological and other changes resulting in increased productivity. Although there are several methods to predict personnel needs, but they use managerial judgment because it gives the more real world scenario for personnel needs. They think that the other methods can not give the accurate situation of the personnel needs. These are basically graphical methods, which can not measure the actual personnel needs. But managerial judgment method depends upon the change in productivity, market conditions etc.

#### ***4.3 Recruitment and Selection process in STL:***

STL is searching for top-bore individuals who need the adaptability and assets to develop in their profession. On the off chance that the candidate is the sort of individual who has dependably emerged, we offer a spot where he/she can keep on exceeding expectations. Regardless of what his/her field or scope of hobbies, there are opening where he/she can likely be connected and added to their ability. We have many various individuals from distinctive societies and foundations working in an assortment of diverse occupations in diverse fields Merit is the sole criteria for selection.

- \* Attitude is given as much weight age as functional competencies.
- \* Panel interviews comprising of Functional Head & HR Head.
- \* Sources for recruitment are through campus, consultants, employee referrals, internal job postings and the internet.
- \* Positions in Officer Cadre, GET and MT involve written tests.

- \* Antecedent verification is an integral part of our recruitment process.
- \* Medical fitness is pre-requisite for all positions.
- \* We are an equal opportunity employer and do not discriminate on the basis of race, community, religion or sex.

#### ***4.4 Recruitment process:***

The responsibility regarding recruitment for the most part has a place with the HR department. This division attempts to discover and pull in proficient candidates. Job description and specification give the required data whereupon the recruitment procedure begins. The functions of the recruitment at STL are given below:

- Need Assessment
- Defining the position description
- Checking the recruiting options
- Advertisement
- Screening and Short – listing Applications
- Written test
- Selection interview (3 – tier)
- Employment decision (Application Bank)
- Pre- employment medical check-up
- Offer letter
- Orientation / Induction
- Placement
- Follow –up

#### ***4.5 Source of Recruitment:***

Bangladesh is done in four ways depending on the job category of the vacant position. Therefore, the recruitment process of this organization is classified into four types, which are done based on the job grade/ group. These are as follows:

1. Entry-level management
2. MT (Manager Trainee)
3. Mid or / and senior level management
4. Graded staff / Non- management staff

#### **1. Internal Source:**

There could be a person competent for the required job working within the organization. If there is, the existing manpower is then shuffled to place the selected person in the new post. If there is no such person inside the company, then the management goes for the second step.

##### **i. Job-posting programs:**

HR departments become involved when internal job openings are publicized to employees through job positioning programs, which informs employees about opening and required qualifications and invite qualify employees to apply. The notices usually are posted on company bulletin boards or are placed in the company newspaper. Qualification and other facts typically are drawn from the job analysis information.

The purpose of job posting is to encourage employees to seek promotion and transfers the help the HR department fill internal opening and meet employee's personal objectives. Not all jobs openings are posted .Besides entry level positions, senior management and top stuff positions may be filled by merit or with external recruiting. Job posting is most common for lower level clerical, technical and supervisory positions.

## **ii. Departing Employees:**

An often overlooked source of recruiters consists of departing employees. Many employees leave because they can no longer work the traditional 40 hours work week. School, child care needs and other commitments are the common reason. Some might gladly stay if they could rearrange their hours of work or their responsibilities. Instead, they quit when a transfer to a part-time job may retain their valuable skill and training. Even if part-time work is not a solution, a temporary leave of absence may satisfy the employee and some future recruiting need of the employer.

## **2. External Source:**

All the above options being considered, the company goes for external recruiting if needed. Those who best meet the skills, qualifications, experience and competencies required for the position should fill vacancies. Therefore, if there is no candidate within STL, Bangladesh who is suitable for the role, external advertisement should be placed to attract the potential candidates followed by the selection procedures.

### **i. Advertisement:**

The Company gives advertisement in national dailies (both Bangla and English) to attract the talents from the market. STL, Bangladesh puts two types of advertisements in the newspapers. It sometimes keeps the identity concealed in the ads, mentioning a GPO BOX number only. The purpose of the concealed identity is to avoid the unwanted pressure from the stakeholders for the employment of their desired candidates. But this way the company may lose the talents out there in the market who would have applied for the same post had they known the name of the organization. This is why the company kept the identity open in their recent job advertisement when the quality of the candidate was a very important factor to consider. By revealing the STL identity, the company attempts to attract the best potentials among all the others.

**ii. Employee referrals:**

Employee referral means using personal contacts to locate job opportunities. It is a recommendation from a current employee regarding a job applicant. The logic behind employee referral is that “it takes one to know one”. Employees working in the, in this case, are encouraged to recommend the names of their friends working in other organization for a possible vacancy in the near future.

**iii. Employment Agency:**

An agency finds and prescreens applicants, referring those who seem qualified to the organization for further assessment and final selection. An agency can screen effectively only if it has a clear understanding of the position it is trying to fill. Thus it is very important that an employer be as specific and accurate as possible when describing a position and its recruitment to an employment agency.

**iv. Walk-ins and Write-ins:**

Walk-ins are some seekers who arrived at the HR department of STL in search of a job; Write-ins are those who send a written enquire. Both groups normally are asked to complete an application blank to determine their interest and abilities. Usable application is kept in an active file until a suitable opening occurs or until an application is too old to be considered valid, usually six months.

**v. Consulting the CV Bank:**

The unsolicited applications stored in the data bank. If the quality of a person matches with the requirements mentioned in the position description, then he / she is called for interview. If not, then the third step is followed.



#### ***4.6 Selection Process:***

Selection is the process of gathering information for the purpose of evaluating and deciding who should be employed in particular jobs.

#### **Screening and Short-listing Applications**

The responses to the advertisements are sorted and screened. The CVs as well as the Covering letters are judged. In the covering letter, the style and language of writing, the emphasis put on the areas asked for in the advertisements and the quality of the letter (whether it is specifically tailored to the advertisement or just a standard response) are the aspects that are judged. Different weights are assigned to the selection criteria mentioned in the man specification depending on their relative importance. (for example, educational institutions like IBA, BUET are given the highest weight among the local ones and the foreign universities of UK, Australia, etc. are put at par with the best of the country). Based on the presence of these factors to the desired extent (experience, educational degree, computer literacy, etc) the cumulative weights for all the applicants are counted and the short list of a sizable number of the top most candidates is generated. However, the HR officials also study the CVs with the respective line manager to check whether any valuable deciding parameter is missed that are mentioned in the CVs. Then the candidates selected in the short list are called for the written test.

#### **Written Test**

Written test is not a regular part of the normal recruitment process. It is conducted as and when required. Previously no written test was taken for the management employee; the applicants had to go directly through the interview process. After the introduction of the manager trainee program, the written test before the interview process has proved to be effective and a useful tool to select the desirable candidates. The written test includes psychometric test, test on behavioral competency, and written test on communication skills. The candidates are called for the preliminary (first) interview based on their performance in the written test.

## **Selection Interview**

The interview process is a three-tier one. A preliminary interview is conducted which follows the “elimination method”. After that, the second interview takes place with a very few number of candidates. Then the finally selected person is called for the final interview. The interview time is kept convenient for the candidate especially if s/he is working elsewhere at the time of interview. In that case the chosen time is after the business hour.

### ***4.7 Reference Check***

Reference checks allow obtaining information and opinions regarding the person’s character, quality of the work and suitability for the position. It is an opportunity to validate the information received from the candidate via their resume and the interview. Speaking to the candidate’s manager or other people whom they have worked with should also check internal candidates. The opinion of a referee who has worked can for an extended period is likely to be more accurate than the assessment from one to two hours of interviewing.

The candidate’s immediate supervisors are needed to be contacted. Permission should be obtained to contact the candidate’s referee especially if their current employer is contacted. It is not unusual for a candidate to be uncomfortable with the organization’s speaking to a current employer. If they are uncomfortable, an alternative person other than the current employer has to be chosen by the candidate (work colleague, for example). Unless the candidate is a graduate or school leaver with no prior work experience, only contact work related referees should be contacted. At least two reference checks should be done, however the more the better.

There is a sample reference-checking guide that is more or less followed. It is important to prepare a reference check guide that asks the referee about the key skills, competencies and experience required for the position. Reference checks need to be done by line manager or personnel of the HR department.

During the interviews, the candidates would have given some examples of incidents, tasks or projects that can be asked about. The referee should be asked what the candidate did in those examples, which ascertain whether the information received from the candidate is consistent with that of the referee.

Subjective questions may not always be a reliable guide; however it can be useful to get the referee's opinion on areas such as quality and quantity of work, strengths and weaknesses etc.

### **Employment Decision**

If the candidate has no problem with the stated terms and conditions of the job and the organization mentioned and discussed in the final interview, s/he is offered an application blank. The application blank is a standard format of employee-information that includes all the information the organization needs regarding the personnel. The candidate has to fill this blank and submit this to the company along with a CV.

### **Pre-employment Medical Check-up:**

After submission of the application and the CV, the selected person has to go through full medical check-up that guarantees her/his physical fitness to perform the job successfully. A medical practitioner who uses a physical capability analysis that assesses the candidate against the physical capabilities documented for each role conducts the medical. A medical is also appropriate for internal candidates if they are applying for positions that require different physical capabilities.

### ***4.8 Offering the Role:***

Once the health check-up is done, the candidate is given an offer letter specifying the salary package, job responsibilities, utilities that will be provided by the organization. Even at this stage the selected candidate has the chance to withdraw her/himself from the job offer. s/he is always free to discuss whatever difficulty may arise regarding pay-structure/facilities, etc. the door of HR is kept open for any sort of relevant discussion.

**Verbal offer:**

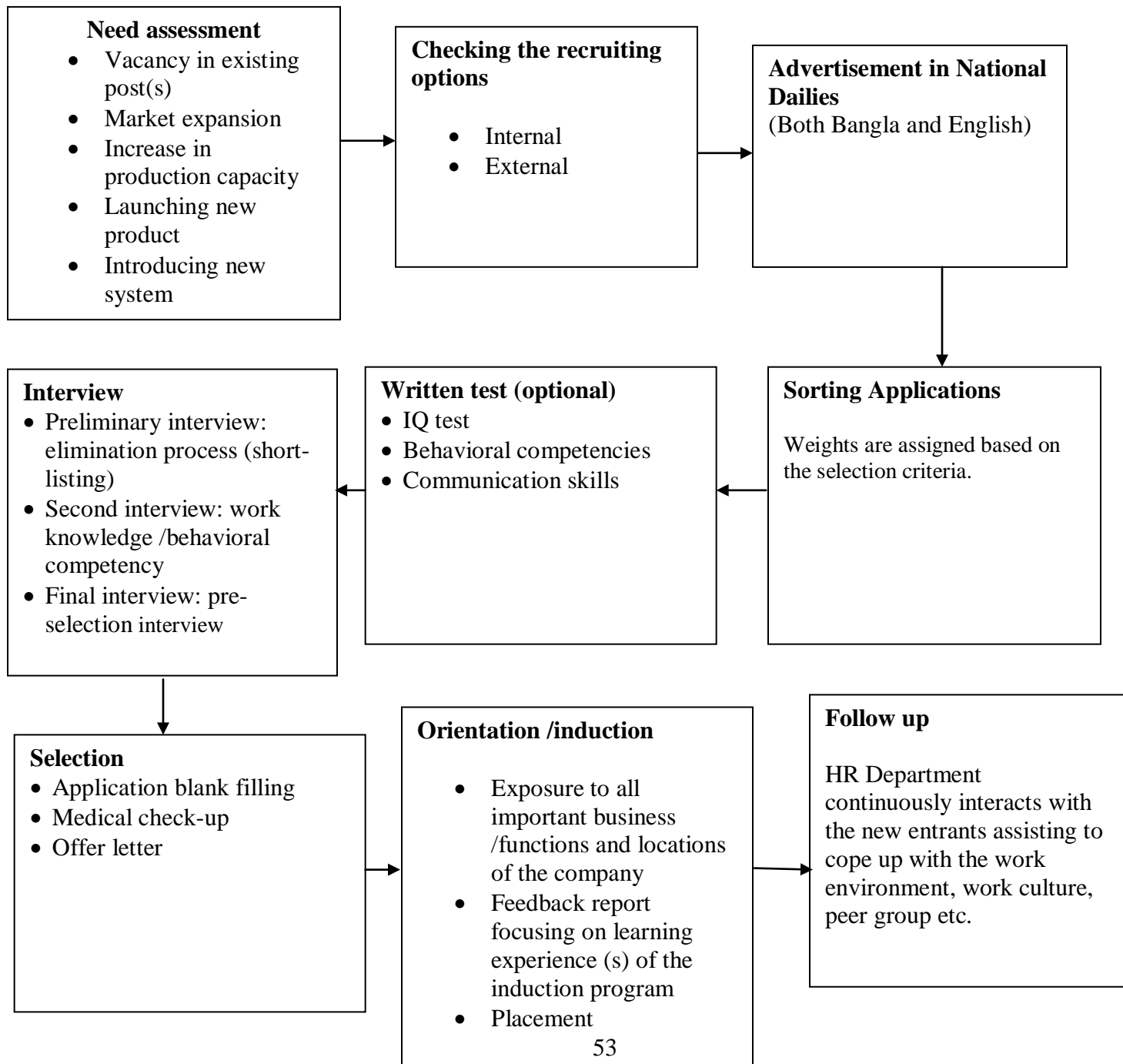
The verbal offer of the role to the candidate is given once the medical and reference checks have been successfully completed. The discussion should cover the following:

- \* Tell the candidate that you would like to offer them the role.
- \* Congratulate them.
- \* Tell them the remuneration package that is being offered, including superannuating.
- \* Ask them if they are happy with it.
- \* Ask them if they verbally accept the position.
- \* Tell them that we will be sending them a written letter of offer and introductory package.

**Written letter of offer:**

A written letter of offer must be forwarded to the candidate. Once the candidate has verbally accepted the position, the appropriate letter of offer is organized. This letter should be sent to the candidate within two days of making the verbal offer. An introductory package will be sent to the successful candidate, along with the letter of offer. At least one week before the person commencing in their new position, an appointment notice will be placed on notice boards and/or the internet.

## 4.9 The Recruitment and Selection Process of STL



#### *4.10 Analysis*

##### **Relative Indicators for proper Recruitment & Selection:**

##### **Compensation:**

Square Toiletries Ltd. provides a good compensation for all level of employees. Basically, they do not have a fixed remuneration for any position as they want to grab the best talent from the market. Moreover, in terms of salary they are always ready to negotiate with the candidate in exchange of the best service available. They also want to step ahead than their competitors in terms of salary.

Square Toiletries Ltd. Compensation package differs in two level. From the organogram we have learned that they follow two level and those are 1) Management Level 2) Non Management Level. For Management Level the base pay is determined by the candidates' quality, their educational qualification, and ambition and negotiation skill. Their emphasize is always to hire the best talent not the compensation. The compensation package for management level also includes six bonuses a year, provident fund and gratuity fund. Square Toiletries Ltd also has profit sharing for their employees based on the earning. For Non-management level the compensation package consists of 5 bonuses a year but no profit sharing or gratuity fund is there. In addition, square group also provide the transportation and lunch facilities to its employees as an additional benefit.

So from the perspective of Recruitment and Selection, the compensation package of Square Toiletries Ltd is quite lucrative one for the candidate and it is the main tool to grab the best talent. From the market research it is quite a fact that the employees rated Square a good one as employer because of its compensation.

##### **Turnover Ratio:**

Recruitment and Selection is the most important factor for any organization in a sense that it will have direct effect on the organization's performance in future. Moreover, it also determines the best fit with the organization culture and job responsibilities. The annual turnover of any organization gives an idea that how the HR department of that organization is doing and how well they manage their Recruitment and Selection Process.

For understanding the relation of Recruitment and Selection with turnover ratio, we need to understand their field recruitment and organization recruitment.

Field Recruitment is for hiring the field workers who will drive the organization in an upward trend as they directly deals with the market with the different products of Square Toiletries Ltd. For the direct selling Square hire a number of field workers in every month. They usually call the field workers as Sales Representative or SR. Square Toiletries Ltd has their own in house training for developing the Sales Representatives skill level in selling different products. Usually they teach them how to increase the sell in every month and the techniques associated with it, how to promote different product, how to segment different area based on the selling amount, how to re knock each customer, how to build better relationship with customers, how to create word to mouth etc. Sales Representatives job is a difficult job as it demands a huge amount of time to visit each customer in different areas. Usually their day starts form 8AM and ends at 10PM. Because of this much labor often Sales Representatives want to switch their jobs. Similarly, the posting of SR can be done anywhere in Bangladesh which occurs much chaos sometimes and they leave the job. Because of these reasons the annual turnover is approximately 10% for the field workers though they are chosen very carefully.

On the other hand, the employees who work inside the organization are less adamant to switch or leave the job because of the better working environment, flexibility in work, better compensation package and better leave policy which is aligned with the labor law properly. As a reason, the turnover ratio inside the organization is approximately 2% in a year, which is less than any other organizations in this FMCG industry.



## **5.0 Recommendation**



Recruitment and selection is one of the essential instrument of HR. HR is solely responsible to figure out the planned talent pool for the organization. It is also delicate in a way on the grounds that organization's prosperity is singularly relying upon this. So this division ought to take in concern in a high need.

### **1. More Narrowed Screening:**

Above all else The HR Department ought to investigate the matter of expending additional time during the time spent calling the candidates after their reactions truly. The association could control the span of candidates' pool by utilizing all the more clear and particular proclamations in the commercial as far as the base instructive degree, favored foundations and other essential criteria in view of which the beginning screening of the applications were led.

### **2. Participating More in Job fairs:**

In the job advertisement especially for the bottom level employees, HR office ought to said the pay structure. In addition, Company should participate in the job fairs for their recruitment. A considerable volume of applications is dropped in the organizations as a result of the exposure created in the job fairs. The organization can promote its image as a potential recruiter through its successful participation in the job fairs.

The company can recruited also for campus recruiting that could bring a yield of highly educated fresh-starters for the entry-level the organization could arrange seminars in the top business schools country. Also the company should facilitate online CV-posting system that is a very popular and effective practice used by the top business organizations. In the recruitment process, interview board should follow the same selection criteria. But in SR recruitment I observed that four boards were not with same selection criteria. One board was really tough to get through on the other hand another board was easy to get passed. So these should be taken care of.

### **3. More Training for the interviewer:**

The quality of the recruitment depends upon the recruiter and so the recruiter needs to be efficient in hiring and his interviewing skills should be sharp enough. Similarly, the persons who actually sort the candidates for the interview also need to understand the proper need of the job. For acquiring all these skills STL need to provide more training to their employees time to time and need to track the changes.

### **4. Use of more Modern Technologies ( Less documentation):**

Human Resource Department need to maintain all the documentation for their employees. So, if they want to maintain it black and white, they will need immense space which can be used for other purposes. Moreover, they can buy online cloud computing storage which will help them to store their data online and reduce paper work.

### **5. Ensuring proper working environment:**

Though they have a good working environment, they can improve it by providing more privacy to their employees. As HR need to work with confidential information, it is a must to provide them with a separate cabin or partition otherwise data can be theft or lost.

### **6. Monitor employees with CCTV:**

Need to make sure that important places have the CCTV cameras as for a reason of security. It can also be the future evidence for any kind of discrepancies.



## **6.0 Conclusion**

Toiletries & Cosmetics Industry has developed in Bangladesh in the most recent two decades at an extensive rate. The segment reliably makes openings for work for exceedingly qualified individuals. Toiletries & Cosmetics organizations are either straightforwardly or in a roundabout way contributing to a great extent towards raising the standard of human services through empowering neighborhood medicinal services work force to obtain entrance to more up to date items furthermore to most recent Toiletries & Cosmetics. As one of driving Toiletries & Cosmetics producer Square Toiletries Ltd. assumes an indispensable part in the business and additionally in the national economy. To be fruitful, persevering commitment and devotion of the associations human asset administration is all that much required. To contend in global and in neighborhood advertise in unfavorable circumstance the HR chiefs work has turned out to be a great deal more troublesome in today's steadily changing business environment. Creating arranges in a dynamic circumstance requests discriminating investigation of the circumstance and strict sticking to the center chief of the association. As Square Toiletries Ltd is decentralized association and center qualities are esteemed by everybody inside of the organization, operating in dynamic situation is easier than it seems.

In this report, I have attempted my level best to distinguish Recruitment & Selection methods utilized by Square Toiletries Ltd What and how they enroll & select their representatives. In this report, I infer my procured information from HR course and attempt to consent to the methods strategy and frameworks took after by organization. With the improvement of human services framework and increment of wellbeing mindfulness and the obtaining limit of individuals, this Toiletries industry is relied upon to develop at a higher rate in future. Sound development is prone to energize the Toiletries & Cosmetics organizations to present more current Toiletries & Cosmetics and more up to date research items, while in the meantime keeping up a solid intensity in appreciation of the most fundamental Cosmetics. In this way, it is an awesome obligation regarding Square Toiletries Ltd and additionally other organizations in this industry to focus on quality item and quality support of take this industry towards further achievement. The Bangladesh government ought to additionally be extensive and agreeable to help the organizations thrive.

## 7.0 Reference:

- Websites: [www.squaretoiletries.com](http://www.squaretoiletries.com)  
<http://www.ere-media.com/tlnt/>  
<http://www.hrbartender.com/>  
<http://www.squarepharma.com.bd/>
- Text Books: Fundamental of Human Resource Management by S. P. Robbins, David A. DeCenzo
- Reference Book: Human Resource & Personnel Management by William B. Werther, Jr. and Keith Davis
- Square Annual Report (2013-2014)
- Official records of Square Toiletries.

## 8.0 Appendix

### Requisition for Hiring Form

Form No: 06-02-HR00-05

Revision No.: 05

Dates Revised: 01.09.2014



#### REQUISITION FOR HIRING OF PERSONNEL

Requisition raised by: ..... Section (if any): .....

Designation : ..... Department : .....

Signature : ..... Work station : .....

1. Name of the position: .....
2. No. of positions : .....
3. Justification for the requirements (Please show both the financial outcome and efficiency improvement):  
To make effective marketing plan to manage assigned products and to conduct regular market research to achieve company objectives.
4. Job Description (in brief): Product management. Initiate and implement different contract manufacturing projects. Supervise and monitor all research activities carried out by the agency. Conduct market survey against any new product idea. Assessing market share of different competitor's brand as well as own brands. Determine market size of different products. Conduct surveys to accumulate various marketing information on regular basis. Any special task assigned by the supervisor.
5. Required educational qualification : .....
6. Required special education : .....
7. Required training : .....
8. Required experience : .....  
(In specific field)
9. Required skill : .....
10. Age limit : .....
11. Any other points : .....

Signature of Department / Section Head : ..... Date: .....

Signature of CHQ Head / Plant Head : ..... Date: .....

Signature of Plant HR : ..... Date: .....

Head of Human Resources : ..... Date: .....

Approval of Managing Director : ..... Date: .....

## Attendance Sheet

<b>SQUARE TOILETRIES LIMITED</b> <i>Written Test for the Position of Sales Supervisor</i> <i>Date: 13-02-2015</i> <i>Time: 03:00 PM</i>				
SL#	Code	Name	Phone Number	Signature
1	1	Mr. Md. Sariful Amin	01724831739	
2	2	Mr. Nur Mohammad Milon	01717455637	
3	3	Mr. Ezaz Ahmmed	01918859432	
4	4	Mr. Sudhangshu Kumar Mondal	01717902099	
5	5	Mr. Sohag Hossen	01823173735	
6	6	Mr. Deborshi Paul	01675030931	
7	7	Mr. Md. Jamal Hossain Sarker	01849327474	
8	8	Mr. Rayhan Rebu	01723709055	
9	9	Mr. Md. Sowkat Hossen	01712016150	
10	10	Mr. Md. Aminul Islam	1718652554	
11	11	Mr. Fazlul Karim	01911993837	
12	12	Mr. Md. Ariful Islam	01919966613	
13	13	Mr. Mohammad Kamruzzaman	01676806091	
14	14	Mr. Ashaduzzaman	01722659222	
15	15	Mr. Ardhendu Bikash Ghosh	01675363366	
16	16	Mr. Anwarul Islam	01816237608	
17	17	Mr. Asad Mia	01625339622	

## Candidates Summary Sheet

SQUARE FOOD & BEVERAGE LTD.												
SUMMARY FOR THE POSITION OF HR EXECUTIVE												
Interview Date : 14th MAY, 2015												
SL #	Name	Age	Education	Education Institution	P. Year	Result	Working Experience	Year of Exp.	Written Test Marks	Current Salary	Expected Salary	Remarks
1	Nusrat Jahan	26	MBA	Easat West University Major: Human Resource Management	2014	3.39	Organization: Confidence Group Designation: Executive Duration: June 2014 to till now	2.5 years	40.25			
			BBA	Easat West University Major: human Resource Management & FINANCE	2012	3.6	Organization: Confidence Group Designation: Jr. Executive Duration: Dec 2013 - May 2014					
			HSC	DHAKA Board Science Group	2007	4.7						
			SSC	DHAKA Board Science Group	2005	5						
2	Shams Akter Saba	25	BBA	North South University Major: Human Resource Management & Finance and Accounting	2014	3.27	Organization: Apollo Hospital Dhaka Designation: HR eEXECUTIVE Duration: November 2014 - February 2015	1.4 years	28			
			A- Level	Cephalon International School Science Group	2009	3.5						
			O- Level	Willes Little Flower School and College Mixed	2007	3.5						
3	Sufian Morshed Chowdhury	23	BBA	Institute of Business Administration, Jahangirnagar University (IBA - JU) Major: Marketing & HR	2015	3.45	Bangladesh Youth Environmental Initiative Designation: Finance Associate Duration: November 2011 - October 2014	4 years	37			
			HSC	DHAKA Board Science Group	2010	5	Organization: Activista Bangladesh Designation: University Representative Duration: April 2011 - January 2012					
			SSC	Dhaka Board Science Group	2008	5						

## Proposal Sheet

SQUARE FOOD & BEVERAGE LIMITED						
RECRUITMENT PROPOSAL FOR "Zonal Manager"						
SL	NAME & ADDRESS	PERSONAL DETAILS	EXPERIENCE	SALARY & BENEFITES	JOINING EFFECTIVE FROM	DESIGNATION, DEPARTMENT, REPORTING
1	X  S/O: X  Vill: Bezagaon Post Office: Bezagaon Police Station: Lauhajong District: Munshigonj	DOB :18.09.1977 Married  <b>Educational Information</b> HSA from University of Dhaka, 2003  BSA from Chittagong University, 2001  H.S.C - 1st Division, Dhaka Board, 1994  S.S.C - 2nd Division, Comilla Board, 1992	<b>Total Years of Experience: 12</b>  <b>Organization:</b> Uniliver <b>Position:</b> Territory Sales Officer <b>Duration:</b> 2003 to 2006  <b>Organization:</b> Robi <b>Position:</b> Regional Manager <b>Duration:</b> October 2006 to November 2012  <b>Organization:</b> Transcom beverages Ltd. <b>Position:</b> Unit Sales Manager <b>Duration:</b> January 2013 to July 2013  <b>Organization:</b> Itrega International Ltd. <b>Position:</b> National Sales Manager <b>Duration:</b> 2013 to 2014  <b>Organization:</b> Union Group <b>Position:</b> Head Of Sales <b>Duration:</b> 2014 to 2014	<b>During Probation:</b>  Tk (tk) Per month  Probation Period : 06 Month Other Benefits will be provided as per company policy  <b>After Confirmation</b> Grade Will be fixed after confirmation Salary Will be fixed based on performance	On or Before 15.06.2015	<b>Zonal Manager</b>  Sales & Distribution Department  Khulna Zone  <b>Report to-</b>  Y Head of Sales Dhaka
Proposed by		Recommended By		Recommended by		Approved by
Noor - E - Elahi Manager, HRD		Monami Haque Assistant General Manager, HRD		A. K. Paul General Manager, HRD		Managing Director



Attendance System



Transaction Data Setup Data Human Resource General Reports Monitoring Reports Utility Exit



# AttendanceSystem

HRD, CHQ



AUTOMATIC

HUMAN RESOURCE  
INFORMATION SYSTEM



## HUMAN RESOURCE INFORMATION SYSTEM

Oracle Forms Runtime

File Employee Information Master Setup Information HR Reports Leave Information Leave Reports Requisitions Window

HRMP\_EML01 Square Toiletries Ltd.

**Report**

**Employee List**

Report Choose Search Employee List Designation List Grade List Department List Joining Date

Employee		
Division		
Unit		
Plant		
Department		
Designation		
Grade		
Section		
G. Designation		
Employee Type		
Employee Status		
Job Status		
Job Location		
Work Location		
Salary Location		
Category	<input type="text"/>	Active Status <input type="text" value="Active"/>
Marital Status	<input type="text" value="All"/>	Gender <input type="text"/>
Religion	<input type="text"/>	Separated <input type="text" value="No"/>

Start Inbox - Microsoft Outlook Oracle Forms Runtime 11:51 AM